

1. A method of purchasing electronic entertainment content, comprising:
 - receiving an electronic sample of the entertainment content;
 - receiving a link to a source of purchase of a complete copy of the entertainment content;
 - using the link to connect to the source of purchase of the complete copy;
 - and
 - purchasing the complete copy.
2. The method according to claim 1, wherein the link comprises a URL.
3. The method according to claim 1, wherein the sample includes an encrypted copy of the entertainment content, and wherein the complete copy of the entertainment content is purchased by decrypting the encrypted copy.
4. The method according to claim 1, wherein the sample is received as an attachment to an email message from a sender.
5. The method according to claim 1, wherein the sample is received from a sender and further comprising crediting an affinity credit to the sender.
6. The method according to claim 1, wherein the purchased copy of the entertainment content is delivered via an electronic file transfer over the Internet.
7. The method according to claim 1, wherein the sample comprises a computer file containing a compressed content sample.
8. The method according to claim 1, wherein the content sample comprises a link to a source of streaming music, and wherein the link to the source of streaming music further provides a link to the source of purchase.

- 1 9. A method of purchasing music, comprising:
2 receiving an electronic sample of a music selection as an attachment to an
3 email message from a sender, wherein the sample comprises a computer file
4 containing a compressed music sample;
5 receiving a URL link to a source of purchase of a complete copy of the music
6 selection;
7 using the URL link to connect to the source of purchase of the complete
8 copy;
9 purchasing the complete copy of the music selection, wherein the purchased
10 copy of the music selection is delivered via an electronic file transfer over the
11 Internet.
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13 10. The method according to claim 9, wherein the sample is received as an
14 attachment to an email message from a sender.
15
16 11. The method according to claim 9, wherein the sample is received from a
17 sender and further comprising crediting an affinity credit to the sender.
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1 12. A method of purchasing music, comprising:
2 receiving a URL as an attachment to an email message from a sender, the
3 URL providing a link to a streaming music sample;
4 the URL further providing a link to a source of purchase of a complete copy
5 of the music selection;
6 using the URL link to connect to the source of purchase of the complete
7 copy;
8 purchasing the complete copy of the music selection, wherein the purchased
9 copy of the music selection is delivered via an electronic file transfer over the
10 Internet.

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12 13. The method according to claim 12, wherein the URL is received as an
13 attachment to an email message from a sender.

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15 14. The method according to claim 12, wherein the sample is received from a
16 sender and further comprising crediting an affinity credit to the sender.
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- 1 15. A method of purchasing music, comprising:
2 receiving an electronic sample of a music selection as an attachment to an
3 email message from a sender, wherein the sample comprises a computer file
4 containing a compressed music sample and an encrypted version of the music
5 selection;
6 receiving a URL link to a source of purchase of a complete copy of the music
7 selection;
8 using the URL link to connect to the source of purchase of the complete
9 copy;
10 purchasing the complete copy of the music selection; and
11 unlocking a complete copy of the music selection embodied in the sample
12 by decrypting the encrypted version of the music selection.
13
14 16. The method according to claim 15, wherein the sample is received as an
15 attachment to an email message from a sender.
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17 17. The method according to claim 15, wherein the sample is received from a
18 sender and further comprising crediting an affinity credit to the sender.
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20 18. The method according to claim 15, wherein the unlocking comprises
21 unlocking the music selection for a limited number of plays.
22

- 1 19. A method of purchasing entertainment content, comprising:
2 receiving an electronic sample of the entertainment content as an
3 attachment to an email message from a sender, wherein the sample comprises a
4 computer file containing an unencrypted sample along with an encrypted version
5 of the entertainment content;
6 receiving a URL link to a source of purchase of a complete copy of the
7 entertainment content;
8 using the URL link to connect to the source of purchase of the complete
9 copy;
10 purchasing access to the complete copy of the entertainment content; and
11 unlocking the complete copy of the entertainment embodied in the sample
12 by decrypting the encrypted version of the entertainment content.
13
14 20. The method according to claim 19, wherein the sample is received as an
15 attachment to an email message from a sender.
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17 21. The method according to claim 19, wherein the sample is received from a
18 sender and further comprising crediting an affinity credit to the sender.
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- 1 22. A method of distributing entertainment content, comprising:
2 distributing a sample of the entertainment content, wherein the sample
3 comprises a computer file containing an unencrypted sample along with an
4 encrypted version of the entertainment content;
5 receiving payment for the complete copy of the entertainment content from
6 a purchaser via the Internet;
7 sending an encryption key to the purchaser via the Internet for unlocking the
8 complete copy of the entertainment embodied in the sample.
9
10 23. The method according to claim 22, wherein the purchaser receives the
11 sample from a sender via email.
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13 24. The method according to claim 23, further comprising awarding an affinity
14 credit to the sender.
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16 25. The method according to claim 22, wherein the unencrypted sample
17 comprises a compressed sample.
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19 26. The method according to claim 22, wherein the entertainment content
20 comprises digital audio.
21
22 27. An electronic storage medium containing instructions that, when executed
23 on a programmed processor carry out the method of claim 21.
24

- 1 28. A method of electronic distribution of entertainment content, comprising:
2 distributing an email message containing a link to a sample of the
3 entertainment content;
4 providing a link to purchase the entertainment content;
5 receiving payment from a purchaser for the entertainment content via the
6 Internet; and
7 transferring a file to the purchaser via the Internet.
8
9 29. The method according to claim 28, wherein the entertainment content
10 comprises digital audio.
11
12 30. The method according to claim 29, further comprising providing the sample
13 as streaming digital audio.
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15 31. An electronic storage medium containing instructions that, when executed
16 on a programmed processor carry out the method of claim 28.
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1 32. A method of rewarding electronic distribution of entertainment content,
2 comprising:
3 providing a link to purchase the entertainment content;
4 receiving payment from a purchaser for the entertainment content via the
5 Internet;
6 transferring a file to the purchaser via the Internet;
7 determining that the purchaser received a sample of the entertainment
8 content from a sender; and
9 awarding an affinity credit to the sender.

10
11 33. The method according to claim 32, wherein the entertainment content
12 comprises digital audio.

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14 34. An electronic storage medium containing instructions that, when executed
15 on a programmed processor carry out the method of claim 32.

16
17 35. The method according to claim 32 carried out on an electronic commerce
18 server.

- 1 36. An electronic commerce server, comprising:
2 a programmed processor;
3 means for coupling the programmed processor to the Internet;
4 program means running on the programmed processor that carries out the
5 process of:
6 providing a link to purchase the entertainment content;
7 receiving payment from a purchaser for the entertainment content via
8 the Internet;
9 transferring a file to the purchaser via the Internet;
10 determining that the purchaser received a sample of the
11 entertainment content from a sender; and
12 awarding an affinity credit to the sender.
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14 37. The method according to claim 36, wherein the entertainment content
15 comprises digital audio.
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